

Messages for Partner Promotions: Second Quarter 2011

For NDEP's second quarter 2011 outreach and promotion (during the months of April, May and June), the theme is "Make a Plan to Manage Your Diabetes."

NDEP is encouraging partners and community organizations to help promote that diabetes is serious, complications can be prevented or delayed, and that managing diabetes can be easier by making a plan. Below are talking points that partners can include in information they are disseminating about diabetes via newsletters, websites, or interviews.

Additional materials include posters, podcasts, and articles as well as the document for helping people to make a plan, *A Guide to Changing Habits*, can be found [here](#).

Make a Plan Talking Points

Take your diabetes seriously.

- Diabetes can lead to serious health problems including blindness, loss of limb, kidney failure, heart disease, and early death.
- Nearly 26 million Americans have diabetes today including seven million who don't know they have the disease. Another estimated 79 million Americans are estimated to have pre-diabetes, a condition that places them at increased risk for developing type 2 diabetes and heart disease.

It's easier to manage your diabetes if you set goals and make a plan.

- Set a goal for yourself. Choose something that is important to you and that you believe you can do. Then make a plan by choosing the small steps you will take.
- Pick things you want to do and be realistic. For example, start working towards getting 30 minutes of physical activity most days of the week. If you have not been very active in the past, start slowly and try adding a few minutes each day. Identify:
 - why it's important to you,
 - what it is (walking),
 - when and how often you will do it (Monday, Tuesday, and Wednesday during lunch hour), and
 - how much (15 minutes to start).
- *Example for making better food choices focused on eating fewer calories:* your plan may be to skip second helpings, drink water rather than soda or fruit juice, choose fruits or vegetables as a snack, and make an appointment to see a dietitian.
- *Example for managing your blood glucose (blood sugar) better:* your plan could be checking your blood glucose daily, taking your medicines, and making regular appointments and contacting your health care team if you have problems.
- Build in support for yourself. Others can help you with your plan. Have regular walking dates with a friend. Share your goal to reduce calories with the person in the family who does most of

the cooking. Have a family member come to your doctor's appointments. Reach out to clergy, co-workers, or friends for ideas about how to reduce stress in your life.

Managing your diabetes may not be easy, but it is worth it.

- The day-to-day activities needed to manage diabetes can be hard. But if you keep your blood glucose as close to normal as is safe for you – what is called your target range – you can reduce your chance of serious health problems. It is worth the effort.
- Ask your health care team for a referral for diabetes education.
- See your health care team for regular diabetes check-ups

For more information on how to manage diabetes, visit the National Diabetes Education Program's website, www.YourDiabetesInfo.org, or call 1-888-693-NDEP (1-888-693-6337). Ask for the following resources in English and Spanish:

- *4 Steps to Control Your Diabetes. For Life.*
- *The Power to Control Diabetes Is in Your Hands*
- *Tips for Helping a Loved One with Diabetes*

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